

Abstract

An event invitation method according to this invention comprises the steps of acquiring position information of a customer registered in advance; judging whether or not information concerning an invitation to an event to a terminal of the customer based on at least a positional relationship between the customer and a site of the event; and sending information concerning the invitation to the event to the terminal of the customer if it is judged that the invitation to the event should be sent to the customer. With this method, for example, by sending event invitation information to customers who can reach the event site by the opening time or ending time of the event, collection of customers who attend the event and resale of canceled tickets can be performed efficiently.